

## ORDER



Orders	Order / Rev:	163075
	Alt Order #:	06262831
	Product Desc:	HOVDE FOR SENATE
	Estimate:	2982
	Flight Dates:	08/07/12 - 08/13/12
	Original Date / Rev:	08/03/12 / 08/03/12
	Order Type:	GENERAL

WDJT-TV-LP

Primary AE:	Matthew Norten
Sales Office:	HDC
Sales Region:	NAT

<b>Agency</b>	<b>Name:</b>	<b>Natl Med. Res Planning &amp; Placement</b>
	<b>Buying Contact:</b>	<b>Ben Angle</b>
	<b>Billing Contact:</b>	
		<b>815 Slaters Lane</b>
		<b>Alexandria, VA 22314</b>

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Poli/E. Hovde/R/Sen/WI
	Demographic:	A35+
	Product Codes:	PL Candidate
	Priority:	POL
	Revenue Codes:	AGY, POL, CAND

New Business Thru: \_\_\_\_\_  
 Order Separation: 00:15:00  
 Advertiser External ID: \_\_\_\_\_  
 Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/12/12	10	\$4,250.00	\$3,612.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	10	\$4,250.00	\$3,612.50	0.00
<b>Totals</b>	<b>10</b>	<b>\$4,250.00</b>	<b>\$3,612.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

### Order Share

Order Share	Share	Total
WDJT-TV-LP	11%	\$4,250.00
Market	100%	\$38,636.36

### Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	27%	\$10,431.82
WITI	21%	\$8,113.64
WMLW-	3%	\$1,159.09
WPXE	0%	\$0.00
WTMJ	37%	\$14,295.45
WVTV	1%	\$386.36
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WDJT	08/10/12	08/10/12	Fr 8p - 9p CSI: New York	CM	8p - 9p	----1--	:30	1	\$350.00	LUR	0.00	NM	1	\$350.00
CSI:NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/06/12	08/12/12	----1--		1		\$350.00		0.00					
2	WDJT	08/11/12	08/11/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	-----1-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TENAT 10															

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Advertiser: Poli/E. Hovde/R/Sen/WI  
 Product Desc: HOVDE FOR SENATE  
 Estimate: 2982

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WDJT	08/11/12	08/11/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	-----1-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TEN AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1-			1			\$500.00		0.00			
3	WDJT	08/11/12	08/11/12	Sa 9p - 10p 48 Hours Mystery	CM	9p - 10p	-----1-	:30	1	\$250.00	LUR	0.00	NM	1	\$250.00
48HR MSTRY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1-			1			\$250.00		0.00			
4	WDJT	08/12/12	08/12/12	PGA Championship PGA Championship	SPRT	various	-----1	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
PGA CHAMP 8/12															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1			1			\$1,000.00		0.00			
5	WDJT	08/12/12	08/12/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p	-----1	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
TEN AT 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1			1			\$500.00		0.00			
6	WDJT	08/12/12	08/12/12	CBS Sunday Morning/Fa CBS Sunday Morning/Face the (8:00 AM-9:30 AM)	CM	8a - 10a and/or 8a	-----1	:30	1	\$150.00	LUR	0.00	NM	1	\$150.00
SUNDAY MRN-CBS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1			1			\$150.00		0.00			
7	WDJT	08/09/12	08/09/12	Th 8p - 9p Big Brother 14	CM	Th 8p - 9p	---1---	:30	1	\$500.00	LUR	0.00	NM	1	\$500.00
PERSON-INT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	---1---			1			\$500.00		0.00			
8	WDJT	08/07/12	08/07/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p	-1-----	:30	1	\$350.00	LUR	0.00	NM	1	\$350.00
NCIS:LA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-1-----			1			\$350.00		0.00			
9	WDJT	08/08/12	08/08/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p	--1----	:30	1	\$450.00	LUR	0.00	NM	1	\$450.00
CRIMNL MND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	--1----			1			\$450.00		0.00			
10	WDJT	08/11/12	08/11/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p	-----1-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
JEOP/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1-			1			\$200.00		0.00			
													Totals	10	\$4,250.00